

OCT 05 REC'D

*R.J. Reynolds*  
DM-121-F Tobacco Company

September 30, 1992

TO: All Division Managers

SUBJECT: *Worth* Brand Cigarettes

COPIED TO:

D. M. ☒  
T & D. ☒  
S. R. M. ☒  
S. A. M. ☒



919-741-5000  
Winston-Salem, N.C. 27102

Forsyth Tobacco Products is pleased to announce that we have entered into an agreement with The Pantry, Sanford, NC, to manufacture a Private Label cigarette brand for them. The brand name is *Worth* and will be available on October 1, 1992. (Photo attached.)

*Worth* will initially be manufactured in nine styles - non-filter kings, full flavor kings and 100's, light kings and 100's, light menthol kings and 100's, and ultra light kings and 100's.

In addition to The Pantry, the following accounts will be stocking the *Worth* brand as their everyday low priced cigarette. The following is a breakdown by account and state exclusivity:

- o The Pantry, Sanford, NC - Indiana (share with Kwik Trip), Kentucky, North Carolina, South Carolina and Tennessee.
- o Kwik Trip, LaCrosse, WI - Illinois, Indiana (share with The Pantry), Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wyoming.
- o Sunshine Jr., Panama City, FL - Alabama, Florida (share with B & B Supermarkets), Georgia, Louisiana, and Mississippi.
- o B & B Supermarkets, Tampa, FL - Florida (share with Sunshine Jr.).
- o Wakefern, Elizabeth, NJ - Connecticut, Delaware, Massachusetts, New Jersey, New York, and Pennsylvania.

As you know, there are counter and floor displays available for these accounts, as well as POS material specific to the *Worth* brand. Please refer to DM-111-F, dated August 18 and DM-113-F, dated August 20 to answer any questions you may have on Private Label brands. Also refer to DM-J-15-F, regarding our damaged goods policy.

R. J. Reynolds Tobacco and these five accounts have made a substantial commitment to each other in a Private Label partnership. To ensure the success of this program, it is essential that you work and communicate with each of these customers. Working together, both our customers and RJR have the potential to generate substantial sales volume.

Contact: Mickey Nutting, extension 4737.

GOOD SELLING!

FORSYTH TOBACCO PRODUCTS  
A Division of R. J. Reynolds Tobacco Company

Attachment  
K-2

"We work for smokers."

51849 9714

51849 9715

